Appln No. 10/S10151 Amdt. Dated: October 10, 2008 Response to Office Action of July 11, 2008

REMARKS/ARGUMENTS

- The Applicant has carefully considered the official communication dated July 11,
 2008. Applicant respectfully submits that the amendments and the following remarks are fully responsive to the official communication.
- With regard to the Double Patenting objection, we enclose a terminal disclaimer in relation to US 6,679,584.
- 3. The Examiner has initially rejected claims 4-10 and 16-19 as being unpatentable over Matsumoto (U.S. 6,467,870) in view of Oda (JP 3-147900) and now new citation Sharma (US 6,276,782). By including the new citation Sharma to arrive at the present invention, the Examiner is plainly using hindsight which is of course impermissible.
- 4. In any event, Applicant proposes amending claims 4 and 16 to include the features of claim 15. None of the citations disclose overlapping printhead chips to facilitate continuous printing along the chips. Accordingly, Applicant respectfully submits that the claims are not obvious.
- 5. Furthermore, the Examiner states that "all PCBs are flexible to some degree".

 Accordingly, Applicant further proposes amending claim 14 to define that the flexible printed circuit board is bent in excess of 45 degrees and connected between the CMOS drive circuitry layer of each printhead chip and the control circuitry. This feature is plainly disclosed in Figures 8 and 9 of the specification where the PCB 58 is bent 90 degrees to make the claimed connection. Whilst PCBs may flex, they are brittle and will break (or have their electrical tracks fractured) if bent in excess of 45 degrees. Accordingly, Applicant respectfully submits that claim 14 is not obvious.
- 6. The Examiner has taken official notice that it is well known to provide paper storage in printing devices between supporting legs. We respectfully disagree that this was known at the priority date. Indeed, the cited prior art does not disclose any such arrangement and we therefore maintain that at least claims 17 to 19 are not obvious.

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It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application are courteously solicited.

Very respectfully,

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